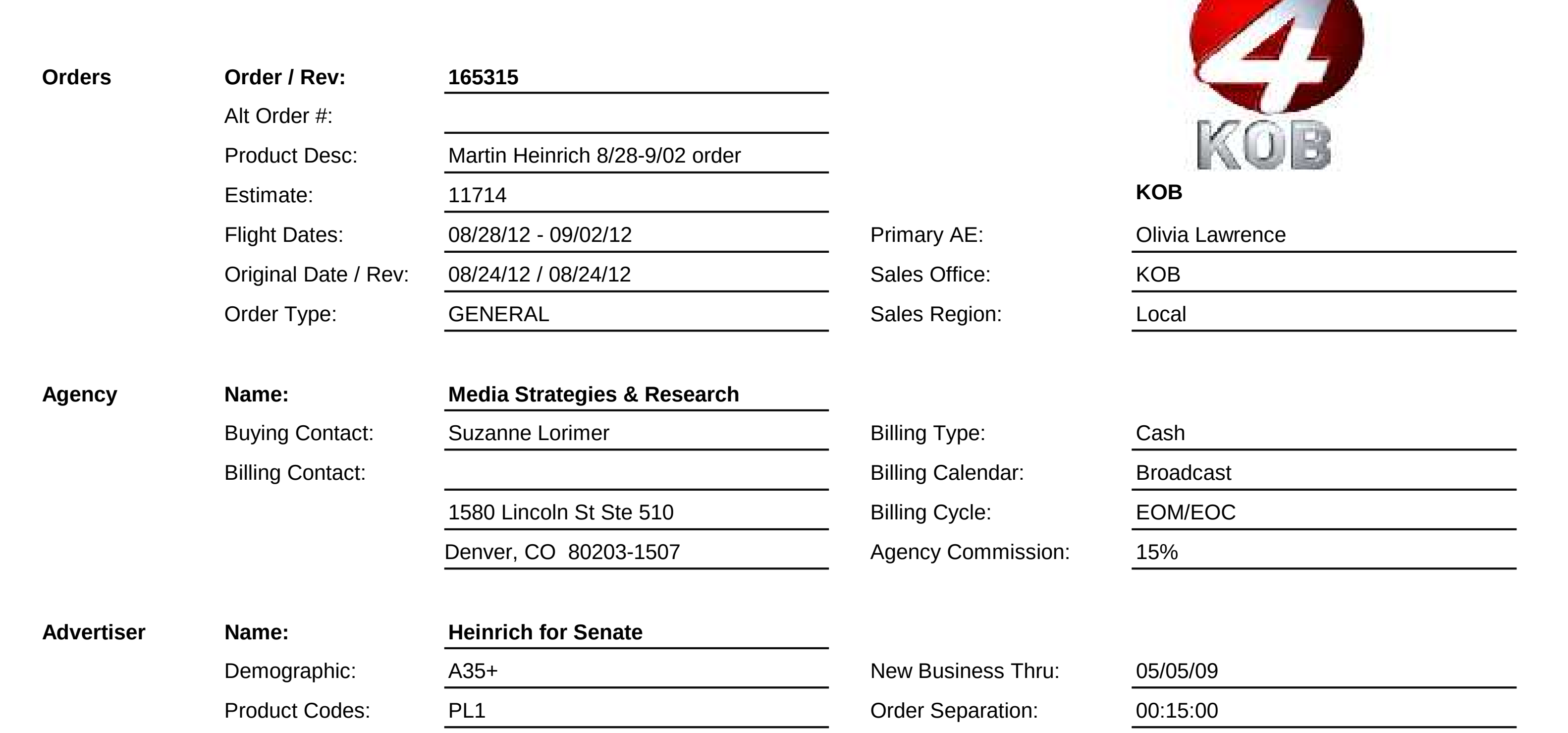
ORDER



KOB

Orders	**Order / Rev:**	**165315**		
	Alt Order #:			
	Product Desc:	Martin Heinrich 8/28-9/02 order		
	Estimate:	11714		
	Flight Dates:	08/28/12 - 09/02/12	Primary AE:	Olivia Lawrence
	Original Date / Rev:	08/24/12 / 08/24/12	Sales Office:	KOB
	Order Type:	GENERAL	Sales Region:	Local
Agency	**Name:**	**Media Strategies & Research**		
	Buying Contact:	Suzanne Lorimer	Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1580 Lincoln St Ste 510	Billing Cycle:	EOM/EOC
		Denver, CO 80203-1507	Agency Commission:	15%
Advertiser	**Name:**	**Heinrich for Senate**		
	Demographic:	A35+	New Business Thru:	05/05/09
	Product Codes:	PL1	Order Separation:	00:15:00
	Priority:	99	Advertiser External ID:	
	Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/02/12	31	$9,190.00	$7,811.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	$9,190.00	$7,811.50	0.00
Totals	31	$9,190.00	$7,811.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$9,190.00
Market	100%	$35,346.15

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$3,181.15
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$10,250.38
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$12,724.62
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev: 165315
Alt Order #:
Flight Dates: 08/28/12 - 09/02/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 8/28-9/02 order
Estimate: 11714

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	08/28/12	09/02/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	-TWTF--	:30	4	$125.00	4	0.00	NM	4	$500.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: -TWTF--	Spots/Week: 4	Rate: $125.00	Rating: 0.00								
N 2	All	08/28/12	09/02/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	--W-F--	:30	2	$225.00	4	0.00	NM	2	$450.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: --W-F--	Spots/Week: 2	Rate: $225.00	Rating: 0.00								
N 3	All	08/28/12	09/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	-T-T---	:30	2	$350.00	4	0.00	NM	2	$700.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: -T-T---	Spots/Week: 2	Rate: $350.00	Rating: 0.00								
N 4	All	08/28/12	09/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	--W-F--	:30	2	$350.00	4	0.00	NM	2	$700.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: --W-F--	Spots/Week: 2	Rate: $350.00	Rating: 0.00								
N 5	All	08/28/12	09/02/12	Sunday Today Sunday Today	CM	Su 7a-8a	------S	:30	1	$100.00	6	0.00	NM	1	$100.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: ------S	Spots/Week: 1	Rate: $100.00	Rating: 0.00								
N 6	All	08/28/12	09/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	-T-----	:30	1	$200.00	3	0.00	NM	1	$200.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: -T-----	Spots/Week: 1	Rate: $200.00	Rating: 0.00								
N 7	All	08/28/12	09/02/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	---T---	:30	1	$75.00	6	0.00	NM	1	$75.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: ---T---	Spots/Week: 1	Rate: $75.00	Rating: 0.00								
N 8	All	08/28/12	09/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	---T---	:30	1	$125.00	4	0.00	NM	1	$125.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: ---T---	Spots/Week: 1	Rate: $125.00	Rating: 0.00								
N 9	All	08/28/12	09/02/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	--W----	:30	1	$200.00	4	0.00	NM	1	$200.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: --W----	Spots/Week: 1	Rate: $200.00	Rating: 0.00								
N 10	All	08/28/12	09/02/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	----F--	:30	1	$125.00	4	0.00	NM	1	$125.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: ----F--	Spots/Week: 1	Rate: $125.00	Rating: 0.00								
N 11	All	08/28/12	09/02/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	--W----	:30	1	$125.00	4	0.00	NM	1	$125.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: --W----	Spots/Week: 1	Rate: $125.00	Rating: 0.00								
N 12	All	08/28/12	09/02/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	-TWT---	:30	3	$200.00	3	0.00	NM	3	$600.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: -TWT---	Spots/Week: 3	Rate: $200.00	Rating: 0.00								
N 13	All	08/28/12	09/02/12	Judge Judy-P/ DR 4p/ 43 Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	----F--	:30	1	$75.00	6	0.00	NM	1	$75.00
	Week:	Start Date: 08/27/12	End Date: 09/02/12	Weekdays: ----F--	Spots/Week: 1	Rate: $75.00	Rating: 0.00								

Order / Rev:	165315	Advertiser:	Heinrich for Senate	
Alt Order #:		Product Desc:	Martin Heinrich 8/28-9/02 order	**KOB**
Flight Dates:	08/28/12 - 09/02/12	Estimate:	11714	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	All	08/28/12	09/02/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	---T---	:30	1	$325.00	4	0.00	NM	1	$325.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	08/27/12	09/02/12	---T---	1	$325.00	0.00									
N 15	All	08/28/12	09/02/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	-T--F--	:30	2	$500.00	3	0.00	NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	08/27/12	09/02/12	-T--F--	2	$500.00	0.00									
N 16	All	08/28/12	09/02/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	--W----	:30	1	$400.00	4	0.00	NM	1	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	08/27/12	09/02/12	--W----	1	$400.00	0.00									
N 17	All	08/28/12	09/02/12	Wednesday Prime C Wednesday Prime C	CM	W 9p-10p	--W----	:30	1	$1,200.00	2	0.00	NM	1	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	08/27/12	09/02/12	--W----	1	$1,200.00	0.00									
N 18	All	08/28/12	09/02/12	Friday Prime A Friday Prime A	CM	F 7p-8p	----F--	:30	1	$600.00	4	0.00	NM	1	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	08/27/12	09/02/12	----F--	1	$600.00	0.00									
N 19	All	08/28/12	09/02/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	-T--F--	:30	2	$600.00	4	0.00	NM	2	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	08/27/12	09/02/12	-T--F--	2	$600.00	0.00									
N 20	All	08/28/12	09/02/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	-T-T---	:30	2	$245.00	3	0.00	NM	2	$490.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	08/27/12	09/02/12	-T-T---	2	$245.00	0.00									
												Totals		31	$9,190.00

*Tax 1 Note: ABQ 7%.